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Please consider our [Premium Plans \(/pricing/\)](#) for unlimited reporting.

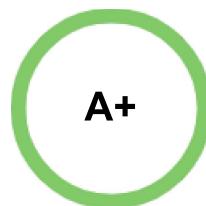
This website is not responding properly to our crawler, meaning results shown in this report may be incomplete, or inaccurate. It's likely there is a firewall or other security mechanism in place preventing us viewing the content successfully.

## Audit Results for [www.idkids.fr](http://www.idkids.fr)



**Your page needs improvement**

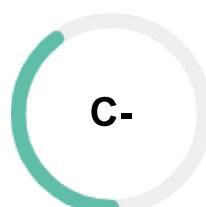
Recommendations: 6



**On-Page SEO**



**Usability**



**Performance**



Report Generated: 8 August 9:12AM UTC [Refresh Results Now](#)



Run a Quick Audit...



Your Website

Issues

Tasks

Keyword Rankings

Tools

My Account

Logout

Crawl Progress

9/41 Pages Crawled

Crawling <https://harryswinela.com/fine-wine-gift-baskets>

# Fine Wine and Spirits | Harry's Wine & Spirits in Brentwood, Los Angeles

<https://harryswinela.com>





## Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

[Learn More - DIY SEO \(/diy-seo/\)](/diy-seo/)

## Recommendations

Toggle:

Performance

Usability

## Optimize for Core Web Vitals

Usability

Medium Priority

## Optimize your images to reduce their file size

Performance

Low Priority

## Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

## Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

## Review and Increase Font Sizes across devices

Usability

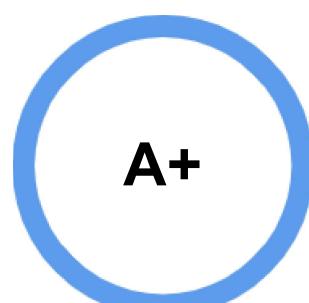
Low Priority

## Improve the size of tap targets

Usability

Low Priority

## On-Page SEO Results



# Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

## SSL Enabled

Your website has SSL enabled.

# Rankings

## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
oxybul	FR	1	368,000	111,872
légos	FR	8	450,000	8,865
catimini	FR	2	49,500	8,019
lego	FR	10	450,000	5,085
poupé	FR	3	49,500	4,816
idkids	FR	1	18,100	4,181
légo	FR	11	450,000	4,095
poupee	FR	4	49,500	3,262
dinosaures	FR	8	165,000	3,250
kapla	FR	4	40,500	2,668

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

**583,200**

Monthly Traffic

Volume

## Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	760
Position 2-3	1,638
Position 4-10	9,600
Position 11-20	11,610
Position 21-30	11,624
Position 31-100	72,744

## Links

### Number of Backlinks

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

[Signup - Free Trial \(/register\)](/register)

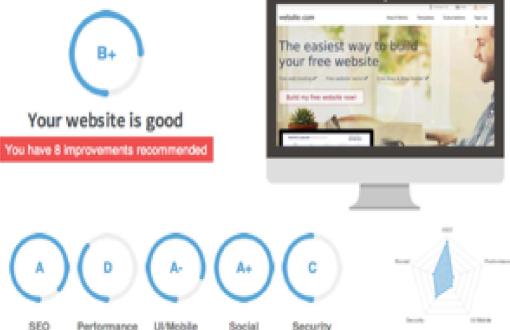


Your Agency Incorporated  
youragency@agency.com  
+1 555 555 1000

## Website Report for website.com

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

### website.com's Result



### SEO Results



#### Your SEO is very good!

Congratulations your SEO is quite strong. SEO optimisation is important to ensure you are driving traffic to your site via search engines. Continue building out backlinks and ensure your website content is relevant to ensure high performance.



#### Use of Mobile Viewports

Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).



### good!

It is good to ensure a website is good and site is up to date with any changes.

for your review. It is important to update old websites up to 60% of the time.

## Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an [example PDF Report](#) (/docs/seo-audit-sample-pdf.pdf).

Embed the Audit Tool into your website. Get notified of leads straight from your website.

[Learn More - White Label \(/white-label/\)](#)

## Usability



**F**

## Your usability needs improvement

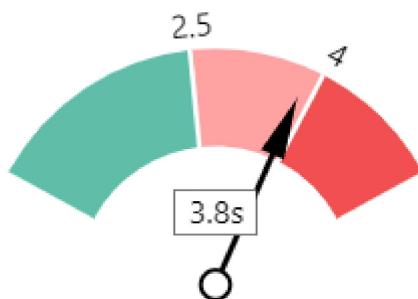
Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

### Google's Core Web Vitals

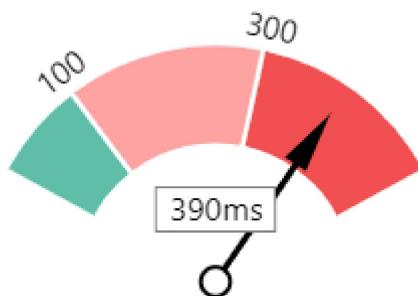
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics that Google considers important in a visitor's 'page experience' and have subsequently become a ranking factor. They assess the appearance of content, interactivity of the page and visual stability from the moment of page load.

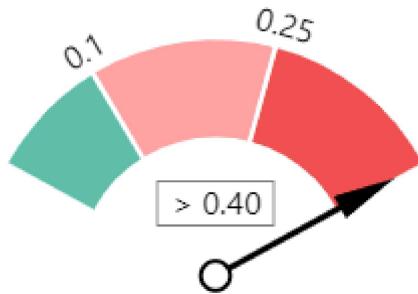
#### Largest Contentful Paint (LCP)



#### First Input Delay (FID)



#### Cumulative Layout Shift (CLS)



## Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

## Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	4.3 s
Speed Index	8.8 s
Largest Contentful Paint	8.6 s
Time to Interactive	18.4 s
Total Blocking Time	0.004 s
Cumulative Layout Shift	0.05
Opportunities	Estimated Savings
Serve images in next-gen formats	15.45 s
Properly size images	10.05 s
Reduce unused JavaScript	3.99 s

Efficiently encode images	1.95 s
Eliminate render-blocking resources	1.6 s
Defer offscreen images	0.6 s
Reduce unused CSS	0.6 s
Avoid serving legacy JavaScript to modern browsers	0.45 s

## Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	1.1 s
Speed Index	2.7 s
Largest Contentful Paint	2 s
Time to Interactive	3.9 s
Total Blocking Time	0.84 s
Cumulative Layout Shift	0.025

Opportunities	Estimated Savings
Serve images in next-gen formats	2.24 s
Properly size images	0.92 s
Reduce unused JavaScript	0.67 s
Eliminate render-blocking resources	0.37 s
Efficiently encode images	0.32 s

## Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Font Size	Text Block	Style Location
10.8 px	.encart-main-slider-vacances p	<a href="https://media.idkids.fr/media/content/cms/FR/Homepage/H_P-2022-06-29/css/slider-ouf-les-vacances.css?v=1.0">https://media.idkids.fr/media/content/cms/FR/Homepage/H_P-2022-06-29/css/slider-ouf-les-vacances.css?v=1.0</a>
11.2 px	.txt-main-encartdumoment h3 .double-encartdumoment-description, .txt-main-encartdumoment h3 strong, .txt-double-encartdumoment h3 .double-encartdumoment-description, .txt-double-encartdumoment h3 strong	<a href="https://media.idkids.fr/media/content/cms/FR/Homepage/H_P-IDKIDS-TEMPLATE-05-05-2022/css/homepage-idkids-general.css?v=1.2">https://media.idkids.fr/media/content/cms/FR/Homepage/H_P-IDKIDS-TEMPLATE-05-05-2022/css/homepage-idkids-general.css?v=1.2</a>
10px	footer.footer .footer-top .right-block .subtext, footer.footer .footer-top .right-block p	<a href="https://static.idkids.fr/Themes/Marketplace/Content/css/global.css?v=4.67.5">https://static.idkids.fr/Themes/Marketplace/Content/css/global.css?v=4.67.5</a>
11px	#homepage .categ .container-categ ul li span	<a href="https://media.idkids.fr/media/content/cms/FR/Homepage/H_P-IDKIDS-TEMPLATE-05-05-2022/css/homepage-idkids-general.css?v=1.2">https://media.idkids.fr/media/content/cms/FR/Homepage/H_P-IDKIDS-TEMPLATE-05-05-2022/css/homepage-idkids-general.css?v=1.2</a>
7px	.header-main .burger-mob p	<a href="https://static.idkids.fr/Themes/Marketplace/Content/css/global.css?v=4.67.5">https://static.idkids.fr/Themes/Marketplace/Content/css/global.css?v=4.67.5</a>

[Hide details](#)

## Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

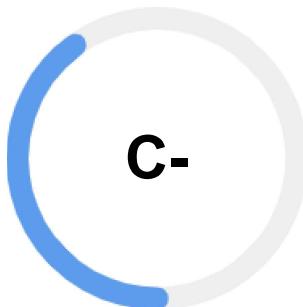
Consider making these tap targets larger to provide a better user experience.

Element Label	CSS Selector	HTML Block
Le groupe idkids	div.left-block > div.grid > div.subtext > a	<a href="https://corporate.idkids.com/">

Element Label	CSS Selector	HTML Block
Nos engagements sur le textile	div.left-block > div.grid > div.subtext > a	<a href="/good-for-planet-3">
Nos engagements sur le jouet	div.left-block > div.grid > div.subtext > a	<a href="/engagements-d-oxybul-guides-et-conseils">

[Hide details](#)

## Performance Results



### Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

#### GZIP Compression

Your website is using GZIP compression.

#### Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Image	Save Size	Save Percentage

Image	Save Size	Save Percentage
<a href="https://media.idkids.fr/media/content/cms/FR/Homepage/HP-IDKIDS-15-07-2022-ouf-les-vac-2/img/bg-slider-ouf-les-vacances-2.jpg">https://media.idkids.fr/media/content/cms/FR/Homepage/HP-IDKIDS-15-07-2022-ouf-les-vac-2/img/bg-slider-ouf-les-vacances-2.jpg</a>	159.38KiB	23%
<a href="https://media.idkids.fr/media/content/cms/FR/Homepage/2022-15-07-HP-IDKIDS-slider-curiosite/img/bg-curiosite-MOB.jpg">https://media.idkids.fr/media/content/cms/FR/Homepage/2022-15-07-HP-IDKIDS-slider-curiosite/img/bg-curiosite-MOB.jpg</a>	90.90KiB	25%
<a href="https://media.idkids.fr/media/content/cms/FR/Homepage/HP-2022-08-03/img/Z2-2_MOB-2x.jpg?v=1.0">https://media.idkids.fr/media/content/cms/FR/Homepage/HP-2022-08-03/img/Z2-2_MOB-2x.jpg?v=1.0</a>	43.93KiB	10%

[Hide details](#)

## Minification

All your JavaScript and CSS files appear to be minified.

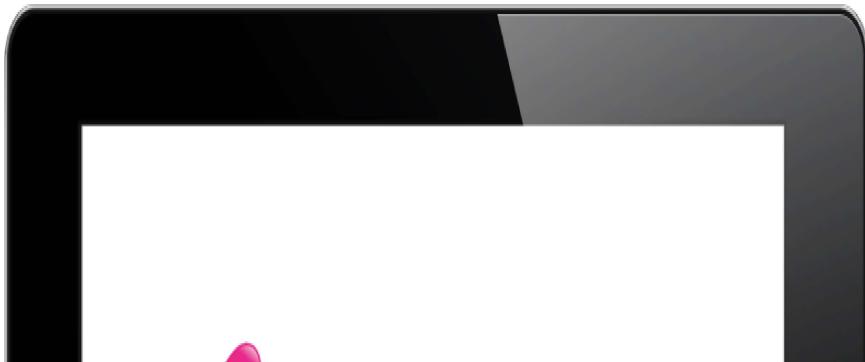
# Technology Results

## Server IP Address

104.68.111.249

## DNS Servers

udns1.cscdns.net  
udns2.cscdns.uk





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